

Page 30, line 10, please correct "Bout" to -- out -- .

Page 30, line 13, after "80A" and before "which", please amend "of" to a comma -- , -- .

Page 30, last line, change the final period (.) to a comma -- , -- .

Page 31, first line, before "in" insert -- included -- .

IN THE CLAIMS:

Please amend the Claims as follows:

1. (Amended) [In] For use in relation to operation of a retail establishment having a point-of-sale (POS) system [controlled by] including a data storage computer facility and comprising a plurality of check-out terminal stations where customers [present] purchase products during their respective transactions at the check-out terminal stations, wherein data signals relating to the respective transactions are transmitted back-and-forth between respective check-out terminal stations and the data storage computer facility, [usually having associated Product Codes; wherein the Product Codes and data regarding quantities of purchased items are suitably delivered to the data storage computer facility; and data regarding other

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Amended Claim 1 - continued

factors that occur during a point-of-sale transaction such as multiple unit pricing, bottle returns, rainchecks, "cents-off" coupons, etc. are suitably delivered to the data storage computer facility and wherein the data storage computer facility accumulates Product Code and purchase and quantity data and other relevant data for an entire purchase transaction and suitably assembles all such data for enabling presentation of a customer's bill] and wherein [at] data signals occur which identify the start and the end of [the transaction the customer tenders payment, and the transaction is completed by suitable acknowledgment to a customer that the customer's bill is paid;] respective completed transactions:

apparatus for developing data from [transmissions of] data signals transmitted between the [POS] respective check-out terminal stations and the data storage computer facility to enable [the store] a management to rapidly and cost efficiently obtain critical marketing information for carrying out improved targeted marketing and/or sales operations to increase profitability, said apparatus comprising:

[sensor equipment to machine-read and electronically input to the data storage computer facility a data signal corresponding to a Match Code associated with a Reward Offer provided to selected prospective customers, identified as Primary Prospect Households (PPH);

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Amended Claim 1 - continued

the Reward Offer presenting at least one offer of an identified product with a special incentive for purchase;

the Match Code associated with the Reward Offer identifying the specific Primary Prospect Household to which the Reward Offer was extended;

a monitoring computer facility for monitoring signals transmitted between the POS and said data storage computer facility to detect any Match Code;

said monitoring computer facility being responsive to detection of any data signal corresponding to a Match Code to identify a series of signals representing the total transaction data for all of the purchases made during a completed transaction by the customer bringing the Reward Offer with which the Match Code is associated; and

means for analyzing said total transaction data to determine relevant information to enable improved marketing and/or sales operations to be carried out subsequently.]

a multiplicity of Reward Offers presenting offers for sale of identified products with incentives for purchase of the identified products;

said Reward Offers having associated therewith machine-sensible MATCH Codes;

Amended Claim 1 - continued

said Reward Offers being suitable for members of  
respective primary prospect households to bring to check-out  
terminal stations during their respective transactions at  
check-out terminal stations;

said machine-sensible MATCH Codes during machine  
sensing at a check-out terminal station providing data signals  
identifying respective primary prospect households to whom  
respective Reward Offers were provided;

said machine-sensible MATCH Codes during machine  
sensing at a check-out terminal station providing data signals  
marking respective completed transactions wherein Reward Offers  
were presented;

said machine-sensible MATCH Codes during machine  
sensing at a check-out terminal station providing data signals  
enabling auditing of reward reimbursements for financial control  
and for fraud control;

said machine-sensible MATCH Codes during machine  
sensing at a check-out terminal station providing data signals  
enabling tracking of actual purchase behaviors of respective  
primary prospective households;

said machine-sensible MATCH Codes during machine  
sensing at a check-out terminal station providing data signals  
enabling compiling purchasing loyalty rewards for respective  
primary prospect households;

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Amended Claim 1 - continued

said apparatus monitoring data signals being transmitted back and forth between the check-out terminal station and the computer facility;

said apparatus storing data corresponding to data signals being monitored;

said apparatus storing said data in relation to completed transactions;

said apparatus identifying groups of stored data corresponding to completed transactions;

said apparatus detecting whether a group of stored data corresponding to a completed transaction contains data corresponding to data signals provided during machine sensing of a MATCH Code;

said apparatus selectively accessibly storing respective groups of data corresponding to respective completed transactions which contain data corresponding to data signals provided during machine sensing of MATCH Codes;

said apparatus removing from storage the groups of data corresponding to completed transactions which are devoid of data corresponding to data signals provided during machine sensing of MATCH Codes; and

said accessibly stored respective groups of data corresponding to the respective completed transactions which contain data corresponding to data signals provided during

Amended Claim 1 - continued

machine sensing of MATCH Codes being available for analysis of each group for determining those primary prospect households whose patterns of purchases are more profitable and whose patronage and loyalty are desirable to be encouraged and rewarded,

thereby enabling management to provide to said primary prospect households whose patterns of purchases are the most profitable subsequent Reward Offers presenting offers for sale of identified products with enhanced incentives for purchase thereof.

For convenience of reading by the Examiner, the text of Amended Claim 1 is set forth below in the form of a "clean copy" with bracketed phraseology removed from said clean copy and with underlined phraseology being incorporated into said clean copy without underlining:

"Clean copy" of amended Claim 1:

1. (Amended) For use in relation to operation of a retail establishment having a point-of-sale (POS) system including a data storage computer facility and comprising a plurality of check-out terminal stations where customers

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"Clean copy" of amended Claim 1 - continued

purchase products during their respective transactions at the check-out terminal stations, wherein data signals relating to the respective transactions are transmitted back-and-forth between respective check-out terminal stations and the data storage computer facility, and wherein data signals occur which identify the start and the end of respective completed transactions:

apparatus for developing data from data signals transmitted between the respective check-out terminal stations and the data storage computer facility to enable a management to rapidly and cost efficiently obtain critical marketing information for carrying out improved targeted marketing and/or sales operations to increase profitability, said apparatus comprising:

a multiplicity of Reward Offers presenting offers for sale of identified products with incentives for purchase of the identified products;

said Reward Offers having associated therewith machine-sensible MATCH Codes;

said Reward Offers being suitable for members of respective primary prospect households to bring to check-out terminal stations during their respective transactions at check-out terminal stations;

"Clean copy" of amended Claim 1 - continued

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals identifying respective primary prospect households to whom respective Reward Offers were provided;

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals marking respective completed transactions wherein Reward Offers were presented;

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals enabling auditing of reward reimbursements for financial control and for fraud control;

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals enabling tracking of actual purchase behaviors of respective primary prospective households;

said machine-sensible MATCH Codes during machine sensing at a check-out terminal station providing data signals enabling compiling purchasing loyalty rewards for respective primary prospect households;

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"Clean copy" of amended Claim 1 - continued

said apparatus monitoring data signals being transmitted back and forth between the check-out terminal station and the computer facility;

said apparatus storing data corresponding to data signals being monitored;

said apparatus storing said data in relation to completed transactions;

said apparatus identifying groups of stored data corresponding to completed transactions;

said apparatus detecting whether a group of stored data corresponding to a completed transaction contains data corresponding to data signals provided during machine sensing of a MATCH Code;

said apparatus selectively accessibly storing respective groups of data corresponding to respective completed transactions which contain data corresponding to data signals provided during machine sensing of MATCH Codes;

said apparatus removing from storage the groups of data corresponding to completed transactions which are devoid of data corresponding to data signals provided during machine sensing of MATCH Codes; and

said accessibly stored respective groups of data corresponding to the respective completed transactions which

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"Clean copy" of amended Claim 1 - continued

contain data corresponding to data signals provided during machine sensing of MATCH Codes being available for analysis of each group for determining those primary prospect households whose patterns of purchases are more profitable and whose patronage and loyalty are desirable to be encouraged and rewarded,

thereby enabling management to provide to said primary prospect households whose patterns of purchases are the most profitable subsequent Reward Offers presenting offers for sale of identified products with enhanced incentives for purchase thereof.

2. (Amended) Apparatus as claimed in Claim 1, wherein:

said [total transaction data includes purchase of the identified product associated with the Reward Offer.] accessibly stored respective groups of data corresponding to respective completed transactions which contain data corresponding to data signals provided during machine sensing of MATCH Codes include data regarding purchase of a product identified by Reward Offers whose MATCH Codes were machine sensed.

3. (Amended) Apparatus as claimed in Claim 1,  
wherein:

said Reward Offer includes graphic presentations of a plurality of separate offers respecting different products with different incentives for their respective purchases, [affording the customer a selection;

said in-store processor including means to develop in said total transaction data a reward for each of the customer purchases corresponding to said separate offers.]

thereby offering selections to primary prospect households to whom the Reward Offers are provided; and

said accessibly stored respective groups of data corresponding to the respective completed transactions which contain data corresponding to data signals provided during machine sensing of MATCH Codes are available for determining respective selections made by particular primary prospect households.

4. (Amended) Apparatus as claimed in Claim 1,  
wherein:

said apparatus includes: [selective data sentry means arranged to receive the transaction data from the output of said in-store processor; and

means forming part of said selective data sentry means and responsive to the detection of a Match Code for temporarily

Amended Claim 4 - continued

storing all of the transaction data for any complete transaction which the detected Match Code is included.]

a multiplicity of subsequent Reward Offers provided to said primary prospect households analytically determined to be those whose patterns of purchases are more profitable; and

said subsequent Reward Offers present offers for sale of identified products with enhanced incentives for purchase thereof.

5. (Amended) Apparatus as claimed in Claim [4] 1, wherein:

[said selective data sentry means comprises means to direct all of said temporarily stored transaction data to a dedicated data base having analysis means arranged to analyze the transaction data to develop significant marketing information relating to the customer presenting the corresponding Reward Offer.]

said subsequent Reward Offers present offer for sale of a plurality of products analytically determined to be among products which were included in said patterns of purchases; and

said offers for sale of said plurality of products include enhanced incentives for purchase thereof,

Amended Claim 5 - continued

thereby encouraging patronage and loyalty of said of  
primary prospect households by offering to sell to them a  
plurality of products which previously were included in their  
patterns of purchase and which are now being offered with  
enhanced incentives for purchase thereof.

6. (Amended) Apparatus as claimed in Claim 1,  
including; [means for identifying the start and end of an entire  
transaction;

said selective data sentry means including means  
responsive to said identified start and end of the entire  
transaction and serving to temporarily store the complete  
transaction data for a transaction where a Match Code has been  
detected.]

temporary data storage;

wherein said temporary data storage temporarily stores  
the data corresponding to the data signals being monitored;

said temporary data storage is responsive to data  
signals identifying the start and the end of respective  
completed transactions for identifying respective groups of  
temporarily stored data corresponding to respective completed  
transactions;

said temporary data storage temporarily stores groups  
of data in relation to respective completed transactions;

Amended Claim 6 - continued

said temporary data storage detects whether respective groups of temporarily stored data contain data corresponding to data signals provided during machine sensing of MATCH Codes;

said temporary data storage removes from storage the respective groups of temporarily stored data corresponding to completed transactions devoid of data corresponding to data signals provided during machine sensing of MATCH Codes;

said temporary data storage transfers to selective accessible storage the respective groups of temporarily stored data corresponding to respective completed transactions containing data corresponding to data signals provided during machine sensing of MATCH Codes; and

said selective accessible storage has an output for communicating with a data analysis computer facility for individual analysis of the respective groups of data in said selective accessible storage.

7. (Amended) Apparatus as claimed in Claim 6, wherein: [said selective data sentry means includes means to make a copy of said complete transaction data for a transaction where a Match Code has been detected;

said in-store processor including output means operable to direct said complete transaction data to a centralized host computer for extensive detailed analysis.]

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Amended Claim 7 - continued

said temporary data storage has suitable data storage capacity for temporarily storing a group of data containing therein more data than all of the data corresponding to all of the data signals which would be monitored during a longest predetermined completed transaction.

8. (Amended) Apparatus as claimed in Claim [7] 1, wherein; [said selective data sentry means includes means operable to receive said complete transaction data from said output means of said in-store processor.]

said data storage computer facility accessibly stores respective groups of data corresponding to completed transactions which contain data corresponding to data signals provided during machine sensing of MATCH Codes for being available for analysis of each group; and

said data storage computer facility has a communication pathway with a data analysis computer facility for individual analysis of each respective group of data corresponding to a completed transaction which contains data corresponding to data signals provided during machine sensing of a MATCH Code.

9. (Amended) Apparatus as claimed in Claim 1, wherein; [said in-store processor includes decoding means responsive to the coded data input thereto;

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Amended Claim 9 - continued

said decoding means serving to determine whether the coded data represents a product code or a Match Code; and

means responsive to the output of said decoding means and operative to direct a signal to said selective data sentry means to indicate detection of a Match Code for the transaction then being processed, thereby to activate said selective data sentry means to identify the transaction data for the entire transaction for analysis.]

said accessibly stored respective groups of data corresponding to the respective completed transactions which contain data provided during machine sensing of MATCH Codes are available for analytically:

(i) determining the identity of each primary prospect household who brought a Reward Offer whose MATCH Code was machine sensed at a check-out terminal station;

(ii) determining the charged amount paid in a completed transaction by each respective primary prospect household who brought a Reward Offer whose MATCH Code was machine sensed at a check-out terminal station;

(iii) determining identities of items purchased by each respective primary prospect household who brought a Reward Offer whose MATCH Code was machine sensed at a check-out terminal station;

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Amended Claim 9 - continued

(iv) identifying whether each said charged amount exceeds a predetermined amount;

(v) identifying each said item purchased whose sale provides a profit exceeding a predetermined percentage; and

(vi) determining whether a specifically identified primary prospect household is involved in a completed transaction wherein the pattern of purchases is analytically determined to be among more profitable patterns of purchases in completed transactions whose data is being analyzed.

Please cancel Claim 10 without prejudice and please insert the following Claim 21:

21. A method for increasing profitability and customer loyalty for use by a retail establishment having a point-of-sale system including a data storage computer facility and a plurality of check-out terminal stations where customers purchase products during their respective transactions at the check-out terminal stations, wherein data signals relating to the respective transactions are transmitted back-and-forth between respective check-out terminal stations and the data storage computer facility, and wherein data signals occur which identify starting and ending of respective completed transactions:

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Claim 21 - continued

A) preparing Reward Offers presenting offers for sale of identified products with incentives for purchase of the identified products;

B) from among a large group of households geographically located such that members of those households might at some time be customers of the retail establishment selecting a smaller group of households considered initially to be primary prospect households;

C) preparing said Reward Offers to be suitable for members of primary prospect households to boring to check-out terminal stations during their respective transactions at check-out terminal stations;

D) associating with the Reward Offers machine-sensible MATCH Codes whose machine-sensing at a check-out terminal station provides data signals for

- (i) identifying the primary prospect household to whom was provided a Reward Offer brought to a check-out terminal station,
- (ii) marking a completed purchase transaction involving a primary prospect household to whom was provided the Reward Offer brought to a check-out terminal station,

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Claim 21 - continued

- (iii) providing a machine-sensible auditing trail for auditing reward reimbursements for financial control and for fraud control,
- (iv) enabling tracking of actual purchase behaviors of respective primary prospect household,
- (v) providing data for compiling purchasing loyalty rewards for respective primary prospect households, and

E) providing respective Reward Offers to respective primary prospect households whose identity will be identified by data signals provided by machine-sensing at check-out terminal stations of respective MATCH Codes associated with the respective Reward Offers;

F) monitoring data signals being transmitted back and forth between check-out terminal stations and the computer facility;

G) temporarily storing data corresponding to data signals being monitored;

H) identifying completed transactions;

I) grouping temporarily stored data in respective groups corresponding to respective identified completed transactions;

Claim 21 - continued

J) detecting whether a respective group of temporarily stored data corresponds to a completed transaction during which occurred to data signals provided by machine sensing of a MATCH Code;

K) transferring from temporary storage to selectively accessible storage each respective group of stored data corresponding to a completed transaction during which occurred data signals provided by machine sensing of a MATCH Code; and

L) removing from temporary storage each respective group of temporarily stored data corresponding to a completed transaction devoid of occurrence of data signals provided by machine sensing of a MATCH Code.

Please amend Claims 11 through 20, as follows:

11. (Amended) The method of Claim [10] 21, [wherein said check-out transaction includes purchase of said product identified by the submitted Reward Offer.] including the steps of:

arranging said selectively accessible storage for analytical computer processing of each respective group of stored data;

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Amended Claim 11 - continued

by analytical computer processing determining whether each group of accessibly stored data includes data corresponding to data signals arising from giving a reward reimbursement for purchase of a product and also whether each group of accessible stored data includes data corresponding to data signals relating to purchase of the product for which said reward reimbursement was given,

thereby enabling computer processing audit of whether said reward reimbursement was valid or fraudulent.

12. (Amended) The method of Claim [10] 21, [wherein said Reward Offer is a mailer carrying graphic information; and including the step of:

imprinting said Match Code on said Reward Offer in a manner suitable for machine reading.] including the steps of:

arranging said selectively accessible storage for analytical computer processing of each respective group of stored data; and

thereby determining from analytical processing of each respective group of stored data the identities of primary prospect households whose patterns of purchases are above a predetermined percentage of profitability.

13. (Amended) The method of Claim 12, including the steps of:

[machine-reading said Reward Offer to produce electrical signals representing said Match Code; and

directing said electrical signals to the input of said in-store processor.]

providing a multiplicity of subsequent Reward Offers to the primary prospect households whose patterns of purchases have been determined to be above said predetermined percentage of profitability; and

in the subsequent Reward Offers presenting offers for sale of identified products with enhanced incentives for purchase thereof.

14. (Amended) The method of Claim [10] 13, including the steps of:

[identifying the start and end of the series of signals representing the total transaction data for a transaction where a Match Code is detected; and

directing said total transaction data to a performance analysis computer for processing to produce an assessment of predetermined significant factors of the total transaction.]

in said subsequent Reward Offers presenting offers for sale of a plurality of products analytically determined to be

Amended Claim 14 - continued

among products which were included in said patterns of purchases  
determined to be above said predetermined percentage of  
profitability; and  
presenting enhanced incentives for purchase thereof.

15. (Amended) A method for enhancing operation of a  
retail[ing] enterprise comprising the steps of:

selecting prospect customers' households geographically  
located in areas whence customers might come to the retail  
enterprise;

providing to households of selected prospect customers,  
[identified as Primary Prospect Households (PPHs),] respective  
Reward Offers each having an associated machine-sensible MATCH  
Code whose machine sensing will provide data signals identifying  
the specific [Household and/or to its address] household to  
which the Reward Offer was provided[,]; [said Reward Offer]

presenting in the Reward Offer at least one offer for  
sale of a product identified in the Reward Offer with [a  
special] an incentive for its purchase;

fashioning each Reward Offer for a prospect customer to  
submit the Reward Offer with its MATCH Code at a check-out  
terminal station during a retail transaction at the retail  
establishment;

Amended Claim 15 - continued

whereby machine sensing of each [inputting the] MATCH Code at [the] a check-out terminal station [developing a corresponding code signal as an input signal for a data storage computer facility;] provides data signals identifying the specific household to which each Reward Offer was provided;

monitoring data signals [input to the] being communicated back and forth between the check-out terminal station and a data storage computer facility relating to purchasing activities occurring at the check-out terminal station for detecting any [code signal] data signals [corresponding to] provided by machine sensing of a MATCH Code;

identifying, in response to detection of [a code signal corresponding to a] data signals provided by machine sensing of each MATCH Code, [a] each group of data signals [representing] that is a group of all data signals relating to [each] a completed transaction [at the check-out terminal station wherein a code signal was developed corresponding to a MATCH Code];  
[and]

selectively accessibly storing each such group of data [relating] corresponding to each such group of signals[.]; and

providing for analytical processing of each such group of accessibly stored data.



16. (Amended) The method as claimed in Claim 15 including:

analyzing [the stored data relating to] each such group of [signals] accessibly stored data to determine information relevant for marketing and sales procedures to be carried out subsequently with regard to the prospect customers.

17. (Amended) Apparatus for use in relation to Point of Sale transactions occurring at a check-out terminal station, said apparatus comprising:

a Reward Offer adapted to be provided to a specific prospect customer address and having a MATCH Code associated therewith;

said MATCH Code [including] being machine-sensible for providing data signals identifying the specific prospect customer address to which the Reward Offer is provided;

said Reward Offer presenting at least one offer for sale of a product identified in the Reward Offer with [a special] an incentive for its purchase;

[said MATCH Code being machine-sensible;]

said Reward Offer being adapted for the prospect customer to bring the Reward Offer to a check-out terminal station;

a computer facility [for use in a retail establishment for] monitoring all data signals arising from transactions

Amended Claim 17 - continued

occurring at a check-out terminal station including data signals  
provided by machine sensing a MATCH Code;

said data signals being adapted for input to a data  
storage facility;

said computer facility being responsive to any data  
signal [corresponding to] provided by machine sensing a MATCH  
Code for identifying a group of data signals representing [the]  
a total of all transaction data relating to a completed  
transaction [involving] including a data [corresponding to]  
signal provided by machine sensing a MATCH Code;

said computer facility selecting from said monitored  
data signals each group of data signals representing [the] a  
total of all [transaction] data [relating to] signals arising  
from a completed transaction [involving] including a data  
[corresponding to] signal provided by machine sensing a MATCH  
Code; and

selectively accessible storage for storing each such  
group of data signals in a form suitable for analyzing [the]  
each such group to determine relevant information to enable  
improved selective marketing activities and/or enhanced sales  
procedures [regarding] with regard to specific prospect  
customers.

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18. (Amended) A method for use in retail establishments involving points-of-sale [(POS)] transactions wherein customers in their respective transactions present selected products at check-out terminal stations and wherein [such products have Product Codes for enabling] a stream of data signals relating to respective transactions are communicated between the check-out terminal stations and a data storage computer facility [to determine identities, current prices of products being sold and assembles all data relating to a customer's transaction] for enabling development [at the POS] of [a] total charged amounts for [the] respective completed transactions, said method comprising the steps of:

providing Reward Offers to preselected specific customers;

each Reward Offer having an associated machine-sensible MATCH Code whose machine sensing at a check-out terminal station provides data signals identifying [a] respective specific customers to whom respective Reward Offers were provided and each Reward Offer including an offer for sale of at least one product identified in the Reward Offer with an inducement for purchase of said product;

sensing [a] the stream of data signals being [transmitted] communicated between [a POS] the check-out terminal stations and the data storage computer facility;

Amended Claim 18 - continued

temporarily storing in accessible temporary storage  
data corresponding to successive portions of the stream of data  
signals; [in accessible temporary storage;]

sensing each occurrence of a data signal [corresponding  
to] provided by machine sensing of a MATCH Code;

removing from said accessible temporary storage all  
data [relating to] corresponding to all data signals occurring  
during each completed transaction [wherein there is no  
occurrence] devoid of a data signal [corresponding to] signal  
provided by machine sensing of a MATCH Code;

selecting from said accessible temporary storage each  
group of data [relating to] corresponding to all data signals  
occurring during each completed transaction wherein there is an  
occurrence of a data [corresponding to] signal provided by  
machine sensing of a MATCH Code; and

analyzing each such group of selected data for  
determining predetermined aspects regarding each completed  
transaction as shown by the data in each such group [relating]  
in relation to the customer [whose identity is] identified by a  
data signal included in each such group provided by machine  
sensing of a MATCH Code. [data included in each such group.]

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19. (Amended) The method as claimed in Claim 18 including steps of:

[(a) for each respective group of selected data determining the identity of each customer to whom a Reward Offer was provided from data corresponding to a respective MATCH Code;]

[(b)] (a) for each respective group of selected data determining the charged amount; and

[(c)] (b) for each respective group of selected data determining identities of items purchased by [said specific] the identified customer. [from data corresponding to Product Codes.]

20. (Amended) The method as claimed in Claim 18 including steps of:

[(d)] (c) for each respective group of selected data identifying a charged amount occurring at completion of a transaction which exceeds a predetermined [dollar] amount of money;

[(e)] (d) for each respective group of selected data identifying each item whose sale provides a profit exceeding a predetermined amount of money; and

[(f)] (e) for each respective group of selected data identifying each item whose sale provides a profit exceeding a predetermined percentage.

Please insert the following Claim 22:

22. Apparatus for enhancing marketing utility of groups of data developed in relation to transactions occurring at a check-out terminal station wherein each group of data includes data indicating completion of a transaction, said apparatus comprising:

Reward Offers prepared under direction of management having responsibility for the check-out terminal station and being suitable for distribution to preselected customers;

said Reward Offers having associated therewith respective machine-sensible indicia identifying respective preselected customers to whom were provided respective Reward Offers; and

data selection apparatus for selecting each respective group of data including data indicating completion of a transaction and also including data arising from sensing of respective machine-sensible indicia identifying one of said respective preselected customers;

said data selection apparatus avoiding selection of each group of data including data indicating completion of a transaction and lacking customer-identifying data arising from sensing of machine-sensible indicia;

said data selection apparatus storing the selected groups of data in accessible storage; and

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